

DISPLAY AD PLACEMENT

You are authorized to print (circle one) 1 6 11 display advertisement(s) in *New Life Journal* to begin with the _____ 200__ issue and ending with the _____ 200__ issue. Edition: [] Carolinas [] Georgia [] Both

Ad size will be (circle one) full pg 2/3 pg 1/2 pg 1/3 pg 1/4 pg 1/6 pg 1/12 pg economy. **Ad orientation** is Tall or Wide. for which I will pay at the (check one) [] **eleven time rate** of \$_____ per ad or [] **six time rate** of \$_____ per ad or [] **single placement rate** of \$_____ per ad.

If running multiple display ads, (check one): [] I'm **prepaying** for multiple placements of a display ad. (5% contract discount)

My ad will be: [] **full color** at an additional cost of \$_____ per ad or [] **grayscale (black and white)**.

My ad should receive the following **guaranteed placement** (for 1/4 page ads and larger) at an extra charge of \$_____ per ad.

[] BREATH & MOVEMENT (10%) [] NATURAL FOODS/RECIPES (10%) [] DIGGING IN/GARDENING (10%) [] HERBAL HEALING (10%)

[] HEALTHY HOME/GREEN BUILDING (10%) [] STRONG ROOTS (10%)

[] OTHER: _____ (_____% extra)

Check one: [] **Run the same ad** for the whole contract unless I tell you otherwise. [] I will be **changing the ad art** each issue.

Company name _____ Contact person _____

Billing address _____

City, State, Zip _____ Email _____

Telephone _____ Fax _____

PRODUCTION LISTINGS

[] Camera ready ad **art is enclosed**.
[] **I will send my ad** by (date) _____.
[] Please **create an ad for me** at a cost of \$_____ per design.
(Design cost: 20% of first ad cost)
[] Materials (mock-up / logo / graphics) enclosed.
[] I will send materials by (date) _____.

Send your email address to office@newlifejournal.com if, as a courtesy, you would like us to remind you of our art deadline every month.

DISPLAY AD PRODUCTION NOTES

[] Please distribute *New Life Journal* to my business every month.
Quantity: _____ (minimum of 15) [] Flats [] Quarters

You are authorized to run the following listings: (check all applicable). All listings 25 words plus business name, \$1 per extra word

[] **NEW LIFE EVENTS**, Plan _____ at a cost of \$_____.

[] **COMMUNITY ROOTS print**: at a cost of \$_____ per issue. [] Text Only [] Text & Photo
[] Listing is enclosed. [] I will send my listing or enter it at newlifejournal.com/roots/submit by (date) _____.*

[] **COMMUNITY ROOTS online**: [] 1 year [] monthly: number of months _____ at a cost of \$_____.
[] Materials (25-word description and photo or logo) are enclosed. [] I will send materials by (date) _____.*

Payment Notes _____

[] Please **bill me** for each ad (*credit card number required for security*). [] Please **charge my credit card** for each ad.

NOTE: A credit card number is required for all contracts not paid in full by production deadline of the first issue.

Check one: Use this credit card [] for payment of my contract. [] only to pay any overdue balance for this contract.

Circle one: Mastercard Visa AmEx Discover [] Corporate Card? **CARD NO.:** _____ **Exp:** _____

Name on card: _____ **Billing address:** _____

By signing this Agreement, I agree to the above, and to the Advertising Policies & Terms detailed on page two.

Signature _____ Date _____

PAYMENT

NewLife Journal's Advertising Policies & Terms

Please see our current ad rate card for more details on policies and terms, as well as mechanical requirements and deadlines

All advertising accepted is subject to *New Life Journals* approval regarding content and appearance. The quality of reproduction is contingent upon the quality of materials furnished. The publisher is not responsible for reproduction or position if material is received after the advertising deadline, nor is the publisher responsible for errors and omissions in ads provided. The publisher is not liable for any typesetting errors following proof approval. If a mistake occurs and it is the fault of the publisher, remedy will be limited to the most appropriate of the following options: cancellation or reduction of production charges, insertion of a "make good" advertisement in the next issue, or cancellation of charges for the portion of the advertisement rendered valueless by the error. The advertiser/agency will indemnify and hold the publisher harmless from and against any loss, expense, or other liability resulting from claims or suits for defamation, violation of privacy, plagiarism, libel, and copyright infringement, and any other claims or suits that may arise out of the publication of such advertisements. Please note that if our format changes, our ad sizes may change without notice.

Payment issues: If ad is not received in time for inclusion, advertiser is still responsible for payment. When change of copy for advertising under contract is not received by closing date, the advertisement in the previous issue will be inserted. In case of unfilled yearly contracts, charges will be adjusted in accordance with the rate applicable to the number of insertions actually placed.

Placement: Multiple-placement advertisements are to be run in consecutive issues unless specified otherwise on the Agreement. If advertiser renegotiates their agreement after signing so that their display ad skips an issue mid-contract, the contracted ads automatically move forward one issue so that they still fulfill the multiple-placement agreement.

Billing terms: All invoices are due and payable within 25 days from date of invoice. Overdue amounts are billed automatically to the credit card on file. If no credit card is on file or the card is invalid, overdue accounts are subject to a 1.5% interest rate per month (18% annual percentage rate). For advertisers who wish to have their credit cards automatically charged for each issue, the charges will be debited during the second week of the billing month. The billing month is two months before issue date.

In-house design charges: Twenty percent of the total of the base ad cost plus any color charge will be charged for in-house production of advertisements. At the advertiser's request, the advertisement art can be provided to them for re-use for an additional fee. Revisions to art already produced by New Life Journal's art department, for use in the New Life Journal, will be charged at a reduced hourly rate of \$25/hour, with a ½ hour minimum charge of \$12.50.

Community Roots and Events Listings: Community Roots and Event listings will appear in the print and online edition of New Life Journal just as they were submitted. New Life Journal, Inc. will not be responsible for or refund money paid for listings that have information missing, including contact name, phone number or email address, etc.

Discounts and Promotions: Advertisers may receive a 10% discount for current ASAP or MMF membership or Non-Profit status with a 501c3. This discount may be combined with a 5% prepayment discount; however, not with any other special discounts unless specified in the promotion. These discounts are not retroactive and must be asked for at the time when contract is signed.

Contact Information

Send new display ad mock-ups and art to ads@newlifejournal.com

Send display ad revisions or updates to ads@newlifejournal.com

Enter Community Roots listings online at newlifejournal.com/roots/submit

* If listings are not received by the date listed on contract page 1, your listing may not appear until the following issue.